

Message Text

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17

ACTION NEA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 IO-10 AID-05 AGR-10 EUR-12

/085 W

----- 055434

R 050555Z JUN 75

FM AMEMBASSY DAMASCUS

TO AMCONSUL FRANKFURT

INFO AMEMBASSY BONN

SECSTATE WASHDC 3630

USDOC WASHDC

AMEMBASSY BEIRUT

UNCLAS DAMASCUS 2094

STATE FOR NEA/ARN

USDOC FOR CAGNE

BEIRUT FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, SY

SUBJ: DAMASCUS INTERNATIONAL FAIR

1. WOULD VERY MUCH APPRECIATE ASSISTANCE AMCONSUL IN ASSISTING
US PASS FOLLOWING MESSAGE TO MR. A.A. NELSON, V-P, CLARK
INTERNATIONAL MARKETING, WIESBADEN, GERMANY (TELEX NO 418
62 28 (CIM D). FYI TROUBLES IN BEIRUT HAVE MADE OUR
RECRUITMENT EFFORT FOR U.S. FIRMS TO PARTICIPATE IN OUR
COMMERCIAL PRESENCE FAIR (CPF) EFFORT IN DAMASCUS FAIR MORE
DIFFICULT AND THUS WE URGENTLY NEED YOUR HELP IN RECRUITING
FIRM SUCH AS CLARK. AMBASSADOR CABLED CLARK EQ. CO.
PRES. B.E. PHILLIPS AND CLARK V-P, INT'L MKTING, J.R.
HILDINGER, REPLIED THAT NELSON IN WIESBADEN HAS BEEN REQUESTED
TO INVESTIGATE POSSIBILITY OF MAKING CLARK MACHINE ALREADY
SOLD TO SYRIAN GOVT. AVAILABLE FOR DISPLAY PRIOR TO HAND OVER.
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CLARK QUESTIONS FOR US TO SUPPLY NELSON CONTAINED IN

MESSAGE BELOW. WOULD APPRECIATE PERSONAL AMCONSUL CALL TO NELSON. END FYI

2. FOR MR. A.A. NELSON FROM ECONOMIC/COMMERCIAL OFFICER RODERICK M. WRIGHT. AMBASSADOR GREATLY APPRECIATES MR. HILDINGER'S REPLY TO AMBASSADOR'S CABLE TO MR. PHILLIPS. GIVEN GOOD CLARK REPUTATION IN SYRIA, YOUR PREVIOUS SALES HERE WHICH SHOULD GROW GIVEN RAPIDLY INCREASING GOVERNMENT SPENDING ON DEVELOPMENT PROJECTS, AND NEW USAID FINANCING OF UP TO \$30 MILLION WORTH OF IMPORTS OF EQUIPMENT IN AGRICULTURE AND CONSTRUCTION SECTORS, WE BELIEVE THIS YEAR'S DAMASCUS INTERNATIONAL FAIR (JULY 25-AUGUST 20) PRESENTS IDEAL VEHICLE FOR CLARK DEMONSTRATION OF EQUIPMENT.

SYRIAN PRESIDENT ASAD ON JANUARY 21 TOLD 33 CHIEF EXECUTIVES OF LEADING U.S. FIRMS, INCLUDING PRESIDENT PHILLIPS, THAT AMERICAN COMPANIES ARE WARMLY WELCOME TO SYRIA. SYRIAN MINISTER OF ECONOMY AND FOREIGN TRADE HAS SPECIFICALLY ASKED US TO DISPLAY CONSTRUCTION AND TRANSPORT EQUIPMENT (CRANES, FORKLIFTS, ETC) IN U.S. PAVILION THIS YEAR. DAMASCUS FAIR AUTHORITY IS MOST EAGER TO HAVE ENLARGED AMERICAN PARTICIPATION AFTER OUR SUCCESSFUL EXHIBITION LAST YEAR AND HAS CONSTRUCTED NEW U.S. PAVILION AT EXCELLENT LOCATION ON FAIRGROUNDS. DEPARTMENTS OF STATE AND COMMERCE FULLY SUPPORTING OUR PARTICIPATION AND COMMERCE EXHIBITION DIRECTOR HAS BEEN HERE ONE MONTH ALREADY PREPARING PAVILION AND INSTALLING SWISS-DESIGNED AND BUILT EXHIBITION SYSTEM. FAIR OFFERS AN EXCELLENT OPPORTUNITY FOR CLARK TO REACH NOT ONLY LARGE SYRIAN AUDIENCE, BUT ALSO SIZEABLE NUMBER OF VISITORS FROM OTHER ARAB STATES WHO VISIT FAIR EACH YEAR.

IN ADDITION TO USG CONTRIBUTION, DEPT. OF COMMERCE NEEDS CONTRIBUTION FROM PARTICIPATING FIRMS FOR USE IN FUNDING MARKET DEVELOPMENT, HOSPITALITY AND OPERATIONAL EXPENSE OF PAVILION. CONTRIBUTIONS GEARED TO SIZE OF SPACE OCCUPIED: INSIDE: 3 X 5 METER BOOTH - \$2,800; 3 X 4M. BOOTH - \$2,500. OUTSIDE SPACE; \$15/SQ. M.; PAYABLE TO: U.S. DEPT OF COMMERCE/BIC, IN DOLLARS. I AM AIRMAILING (INTERNATIONAL AND POUCH) COPIES OF FACT SHEET, WHICH ALSO AVAILABLE IN UNCLASSIFIED

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DEPT. OF COMMERCE/CAGNE IN CASE MR. HILDINGER NEEDS FURTHER DETAILS. I LOOK FORWARD TO HEARING FROM YOU OR YOUR AGENT AND WILL BE HAPPY TO REPLY TO ANY FURTHER QUESTIONS.

3. FOR USDOC/CAGNE: PLEASE FOLLOW UP WITH CALL TO J.R. HILDINGER, BENTON HARBOR, MICHIGAN. PELLETREAU

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NNN

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